



BUSINESS MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, February 10, 2015
Lansing District Office
525 W Allegan
Lansing MI 48909

Present: Andrew J. Deloney, Chairman
Teri L. Quimby, Commissioner
Dennis Olshove, Commissioner

Absent: None

Staff: Steve Robinson, Director of Finance Division
Pam Hamilton, Deputy Director of Finance Division
Anita Fawcett, Executive Services Division

The meeting was called to order by Chairman Deloney at 9:47 a.m., noting a quorum was present.

- I. **Moved by Commissioner Olshove, supported by Commissioner Quimby, that the minutes of the Commission meeting of January 13, 2015, be approved as written and presented, motion carried by unanimous vote.**
- II. Mr. Robinson presented the E-Quote reports for product listings in four categories and requested approval of the following:
 - A. That the products listed below be granted exceptions to the standard pack size, inasmuch as the items are packaged nationally or meets other exceptions as indicated and be approved for listing in the approved products list effective March 1, 2015:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Ascendant Spirits, Inc. (NWS Michigan, Inc.)	750ml American Star Caviar Lime Vodka	6 Bottles
	750ml American Star Ghost Chili Vodka	6 Bottles
	750ml American Star Strawberry Vodka	6 Bottles
	750ml American Star Vodka	6 Bottles
	750ml Semper Fi Corn Whiskey	6 Bottles
	750ml Silver Lightning Moonshine	6 Bottles
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	750ml Dewar's Scratched Cask Scotch	6 Bottles
Sazerac North America, Inc. (NWS Michigan, Inc.)	1000ml Dewar's Scratched Cask Scotch	6 Bottles
	1750ml 1792 Small Batch Bourbon	3 Bottles

Brown-Forman Corporation (General Wine & Liquor Co.)	50ml Southern Comfort Caramel PL	60 Bottles
Constellation Brands, Inc. (General Wine & Liquor Co.)	200ml Paul Masson Peach Brandy	24 Bottles
E. & J. Gallo Winery (General Wine & Liquor Co.)	50ml E & J Peach PL Brandy	60 Bottles
	200ml New Amsterdam Mango Vodka	24 Bottles
	50ml New Amsterdam Mango PL Vodka	60 Bottles
	375ml Viniq Ruby	12 Bottles
Heaven Hill Distilleries, Inc. (General Wine & Liquor Co.)	375ml Blackheart Prem Spiced PL Rum	12 Bottles
High West Distillery, LLC (NWS Michigan, Inc.)	750ml High West American Prairie	6 Bottles
	750ml High West Bourye Whiskey	6 Bottles
Koval Inc. (NWS Michigan, Inc.)	750ml Koval Dry Gin	6 Bottles
Illyrian Import, Inc. (NWS Michigan, Inc.)	750ml Wemyss Malts Peat Chinmey 8 yr.	6 Bottles
	750ml Wemyss Malts Spice King 8 yr.	6 Bottles
Phillips Products Co., LLC (General Wine & Liquor Co.)	200ml UV Ruby Red Grapefruit Vodka	24 Bottles
	50ml UV Ruby Red Grapefruit PL	60 Bottles
St. George Spirits Inc. (NWS Michigan, Inc.)	750ml St. George All Purpose Vodka	6 Bottles
	750ml St. George California Citrus Vodka	6 Bottles
	750ml St. George Green Chile Vodka	6 Bottles
Luxco, Inc. (NWS Michigan, Inc.)	750ml Blood Oath Bourbon	3 Bottles
	750ml Rebel Yell Cherry	6 Bottles
	750ml Rebel Yell Honey	6 Bottles
	750ml Rebel Yell Small Batch Rye	6 Bottles
Stoli Group (USA), LLC (General Wine & Liquor Co.)	375ml Stolichnaya Elit Vodka	12 Bottles
The Other Guys, Inc. (NWS Michigan, Inc.)	750ml Bib & Tucker Sml Batch BBN	6 Bottles
USA Wine Imports, Inc. (General Wine & Liquor Co.)	750ml Les Mossones Single Malt	6 Bottles
Vision Wine & Spirits, LLC (General Wine & Liquor Co.)	750ml Maraska Maraschino Liqueur	6 Bottles
	200ml The Bitter Truth Cucumber	12 Bottles
W.J. Deutsch & Sons, Ltd. (General Wine & Liquor Co.)	750ml Pierre Ferrand Ancestrale Cognac	3 Bottles

That the request of Grand Traverse Distillery, holder of 2014 Small Distiller license, for addition of the following product to the case size exception products list, be approved for listing, effective March 1, 2015; further prior to any sale and distribution of this product through the Commission's spirit distribution system, Grand Traverse Distillery, must submit and receive Commission approval for an amended liquor quotation which designates an Authorized Distribution Agent for this product:

PRODUCT

375ml Grand Trav Ole George Dbl Brll

PACK SIZE

12 Bottles

- A.** That the products listed below be granted exceptions to the standard pack size, inasmuch as the items are packaged nationally or meets other exceptions as indicated and be approved for listing in the approved products list effective March 29, 2015:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Ole Smoky Distillery, LLC (NWS Michigan, Inc.)	750ml Ole Smoky Harley D Charred	6 Bottles
	750ml Ole Smoky Hunch Punch Lightning	6 Bottles
	750ml Ole Smoky Lemon Drop Lightning	6 Bottles
	750ml Ole Smoky Moonshine	6 Bottles
	750ml Ole Smoky Moonshine Apple Pie	6 Bottles
	750ml Ole Smoky Moonshine Blackberry	6 Bottles
	750ml Ole Smoky Moonshine Charred	6 Bottles
	750ml Ole Smoky Moonshine Lemon Drop	6 Bottles
	750ml Ole Smoky Moonshine Lemon Drop	6 Bottles
	750ml Ole Smoky Moonshine Peach	6 Bottles
	750ml Ole Smoky Moonshine Strawberry	6 Bottles
	750ml Ole Smoky Moonshine Strawberry	6 Bottles
	750ml Ole Smoky Moonshine Sweet Tea	6 Bottles
	750ml Ole Smoky Moonshine Watermelon	6 Bottles
	750ml Ole Smoky Moonshine White Lghtng	6 Bottles
	750ml Ole Smoky Strawberry Lightning	6 Bottles
Luxco, Inc. (NWS Michigan, Inc.)	750ml Rebel Yell American Whiskey	6 Bottles

- B.** That the following requests for addition of product to the approved products list be approved for listing, effective March 1, 2015:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	750ml Bacardi Black Rum	12 Bottles
	1000ml Bacardi Black Rum	12 Bottles
	1750ml Bacardi Black Rum	6 Bottles
	750ml Bonnie Rose Orange Peel	12 Bottles
	1000ml Bonnie Rose Orange Peel	12 Bottles
	50ml Bonnie Rose Orange Peel PL	120 Bottles
	750ml Bonnie Rose Spiced Apple	12 Bottles
	1000ml Bonnie Rose Spiced Apple	12 Bottles
	50ml Bonnie Rose Spiced Apple PL	120 Bottles
Sazerac North America, Inc. (NWS Michigan, Inc.)	750ml Meukow Xpresso	12 Bottles
Jim Beam Brands Co. (NWS Michigan, Inc.)	750ml Calico Jack Silver Rum	12 Bottles
	1750ml Calico Jack Silver PL Rum	6 Bottles

	200ml Kamchatka PL Vodka	48 Bottles
	200ml Sauza Silver PL Tequila	48 Bottles
Brown-Forman Corporation	100ml J Daniels Tennessee Fire	48 Bottles
(General Wine & Liquor Co.)	750ml Southern Comfort Caramel	12 Bottles
E. & J. Gallo Winery	375ml E & J Peach Brandy	24 Bottles
(General Wine & Liquor Co.)	750ml E & J Peach Brandy	12 Bottles
	100ml New Amsterdam Mango Vodka	48 Bottles
	375ml New Amsterdam Mango Vodka	24 Bottles
	750ml New Amsterdam Mango Vodka	12 Bottles
	1000ml New Amsterdam Mango Vodka	12 Bottles
	1750ml New Amsterdam Mango Vodka	6 Bottles
	750ml Viniq Ruby	12 Bottles
Heaven Hill Distilleries, Inc.	750ml Admiral Nelson Black Patch Rum	12 Bottles
(General Wine & Liquor Co.)		
Illyrian Import, Inc.	750ml Caffo Sambuca Secolare (It)	12 Bottles
(NWS Michigan, Inc.)	750ml Caffo Solara Trpl Orange (It)	12 Bottles
	50ml Mazzetti Italian Moscato Vodka	120 Bottles
	200ml Mazzetti Italian Moscato Vodka	48 Bottles
	375ml Mazzetti Italian Moscato Vodka	24 Bottles
	750ml Mazzetti Italian Moscato Vodka	12 Bottles
	1000ml Mazzetti Italian Moscato Vodka	12 Bottles
	1750ml Mazzetti Italian Moscato Vodka	6 Bottles
	1000ml Russian Shot Vodka	12 Bottles
Pernod Ricard USA, LLC	200ml Seagram's Pineapple Twisted Gin	48 Bottles
(NWS Michigan, Inc.)	200ml Seagram's Red Berry Twisted Gin	48 Bottles
Phillips Products Co., LLC	750ml UV Ruby Red Grapefruit Vodka	12 Bottles
(General Wine & Liquor Co.)	1000ml UV Ruby Red Grapefruit Vodka	12 Bottles
Sazerac Company, Inc.	50ml Dr McGill Butterscotch PL Schnapps	120 Bottles
(NWS Michigan, Inc.)	50ml Dr McGill Peach PL Schnapps	120 Bottles
	750ml Dr McGill Butterscotch Schnapps	12 Bottles
	1000ml Dr McGill Butterscotch Schnapps	12 Bottles
	750ml Dr McGill Coffee Schnapps	12 Bottles
	1000ml Dr McGill Coffee Schnapps	12 Bottles
	50ml Dr McGill Coffee PL Schnapps	120 Bottles
	750ml Dr McGill Peach Schnapps	12 Bottles
	1000ml Dr McGill Peach Schnapps	12 Bottles
	750ml W.L. Weller 12 yr. Bourbon	12 Bottles
Luxco, Inc.	1000ml Grand Muriel Orange Liqueur	12 Bottles
(NWS Michigan, Inc.)	750ml Lady Bligh Butter Rum	12 Bottles
	50ml Lady Bligh Butter Rum PL	120 Bottles
	750ml Pearl Strawberry Basil Vodka	12 Bottles
	1000ml Pearl Strawberry Basil Vodka	12 Bottles
	750ml Pearl Vanilla Bean Vodka	12 Bottles
	1000ml Pearl Vanilla Bean Vodka	12 Bottles

Skyy Spirits, LLC (General Wine & Liquor Co.)	750ml Skyy Barcraft Margarita Lime	12 Bottles
	750ml Skyy Barcraft Watermelon Fresc	12 Bottles
	750ml Skyy Barcraft White Sangria	12 Bottles
Terressentia Corporation (General Wine & Liquor Co.)	750ml Ladder 9 Cinnamon Whiskey	12 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Peligroso Anejo Tequila	12 Bottles
	750ml Peligroso Cinnamon Tequila	12 Bottles
	50ml Peligroso Silver Tequila	120 Bottles
	750ml Peligroso Silver Tequila	12 Bottles
W.J. Deutsch & Sons, Ltd. (General Wine & Liquor Co.)	1000ml Licor 43	12 Bottles

B. That the following requests for addition of product to the approved products list be approved for listing, effective March 29, 2015:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Savvy Distillers, L.P. (General Wine & Liquor Co.)	375ml Deep Eddy Cranberry Vodka	24 Bottles
	375ml Deep Eddy Lemon Vodka	24 Bottles
	50ml Deep Eddy Lemon PL Vodka	120 Bottles
	375ml Deep Eddy Ruby Red Vodka	24 Bottles
	375ml Deep Eddy Sweet Tea Vodka	24 Bottles
	375ml Deep Eddy Vodka	24 Bottles

That the request of Fish Hook Distilling Co., LLC, holder of 2014 Small Distiller license, for addition of the following product to the approved products list, be approved for listing, effective March 29, 2015; further prior to any sale and distribution of this product through the Commission's spirit distribution system, Fish Hook Distilling Co., LLC must submit and receive Commission approval for an amended liquor quotation which designates an Authorized Distribution Agent for this product:

<u>PRODUCT</u>	<u>PACK SIZE</u>
750ml Valentine Woodward Ltd. Whiskey	12 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective March 1, 2015:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Heaven Hill Distilleries, Inc. (General Wine & Liquor Co.)	750ml Evan Wms Honey w/2-50ml & Sht Gls	6 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	1750ml Absolut 80 w/4-50ml Variety	6 Bottles

Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Capt Morg Coconut w/50ml Pneapolis	12 Bottles
	750ml Capt Morg Grapefruit w/50ml Coco	12 Bottles
	750ml Capt Morg Pneapolis w/50ml Coco	12 Bottles
Wilson Daniels, Ltd. (General Wine & Liquor Co.)	1750ml Seagram's Extra w/50ml Peach Vod	6 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective March 1, 2015:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Sky Spirits, LLC (General Wine & Liquor Co.)	750ml Avera Cream	6 Bottles
	750ml Avera Cream w/2 Gls	6 Bottles
Terressentia Corporation (General Wine & Liquor Co.)	750ml Ladder 9 Cinnamon Whiskey	12 Bottles
The Wine Group, Inc. (General Wine & Liquor Co.)	750ml Cupcake Chiffon Vodka	12 Bottles
	750ml Cupcake Devil's Food Vodka	12 Bottles
	750ml Cupcake Frosting Vodka	12 Bottles
	750ml Cupcake Original Unflavored	12 Bottles
	50ml Cupcake Original Unflavored	60 Bottles
	750ml Flip Flop Silver Rum	12 Bottles
	1750ml Flip Flop Silver PL Rum	6 Bottles
	750ml Flip Flop Spiced Rum	12 Bottles
	1750ml Flip Flop Spiced PL Rum	6 Bottles
	750ml Lulu B Chocolate Martini	12 Bottles
	750ml Lulu B Cran Cosmo	12 Bottles
	750ml Lulu B Margarita	12 Bottles
	750ml Lulu B Mojito	12 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Peligroso Anejo Tequila	6 Bottles
	750ml Peligroso Cinnamon Tequila	6 Bottles
	50ml Peligroso Silver Tequila	96 Bottles
	750ml Peligroso Silver Tequila	6 Bottles
W.J. Deutsch & Sons, Ltd. (General Wine & Liquor Co.)	750ml Pierre Ferrand Ancestrale Cognac	6 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective March 29, 2015:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Ole Smoky Distillery, LLC (NWS Michigan, Inc.)	750ml Ole Smoky Hunch Punch Lightning	12 Bottles
	750ml Ole Smoky Lemon Drop Lightning	12 Bottles
	750ml Ole Smoky Moonshine	12 Bottles
	750ml Ole Smoky Moonshine Apple Pie	12 Bottles

750ml Ole Smoky Moonshine Blackberry	12 Bottles
750ml Ole Smoky Moonshine Charred	12 Bottles
750ml Ole Smoky Moonshine Lemon Drop	12 Bottles
750ml Ole Smoky Moonshine Lemon Drop	12 Bottles
750ml Ole Smoky Moonshine Peach	12 Bottles
750ml Ole Smoky Moonshine Strawberry	12 Bottles
750ml Ole Smoky Moonshine Strawberry	12 Bottles
750ml Ole Smoky Moonshine Sweet Tea	12 Bottles
750ml Ole Smoky Moonshine Watermelon	12 Bottles
750ml Ole Smoky Moonshine White Lghtng	12 Bottles
750ml Ole Smoky Strawberry Lightning	12 Bottles

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the above actions be taken in accordance with the E-Quote reports dated February 6, 2015, motion carried by unanimous vote.

- III. Ms. Hamilton presented licensee requests for special price reductions on spirit products in accordance with the provisions of the Commission's Order of September 11, 2012 regarding special price reductions on spirit products, which was effective on January 1, 2013. She advised there were four (4) different licensees requesting price reductions; that 112 product price reductions could be approved; and that there were zero product price reduction to be denied.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the 112 special price reductions be approved as indicated on the attached Approval for Price Reduction on Liquor reports, motion carried by unanimous vote.

- IV. Ms. Hamilton requested approval to write off a number of uncollectible accounts. She advised this is routine information sent to the Michigan Department of Treasury regarding outstanding debts that the Commission has not been able to collect for licensees that are no longer active. Ms. Hamilton stated that Treasury will attempt to collect the debt and if successful, the Commission receives 40% to 50% of the outstanding debt.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the information concerning the uncollectible debts be forwarded to the Michigan Department of Treasury for collection, as written and presented, motion carried by unanimous vote.

- V. Mr. Robinson presented the December 2014 Financial Report which shows the results of our operations for the period of October 1, 2014 through December 31, 2014. He advised the 2014 report contains four (4) more days of spirit sales than the 2013 report. Mr. Robinson stated the Total Gross Sales increased over last

year by almost \$37.4 million, with approximately \$23 million due to the extra sale days, and that Distilled Spirit cases sold increased to 186,825, with approximately 145,000 also due to the extra sale days. He advised the Net Income from spirit sales shows a decrease of \$2.2 million, and that this figure is a result of problems with some computer software and our sales/inventory reconciliation process for the end of the year. Mr. Robinson stated this will be corrected in the January report. He stated Beer taxes were down by almost \$623,000, with Wine taxes higher by \$416,000.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the December 2014 Financial Report, be accepted, motion carried by unanimous vote.

VI. Old Business.

There was no Old Business.

VII. New Business.

There was no New Business.

VIII. Public Comments.

There were no Public Comments.

With no further business, moved by Commissioner Olshove, supported by Commissioner Quimby, that the business meeting be adjourned at 9:55 a.m., motion carried by unanimous vote.

Andrew J. Deloney,
Chairman

Anita Fawcett
Executive Services